IN THE CLAIMS

Claims 1-12.   (canceled)

Claim 13. (currently amended)   A data processing apparatus for recommending content to a user; comprising:

a memory for storing favorite content lists created by respective users including a first user and received from a plurality of user terminal devices including the user terminal device corresponding to the first user, wherein each of the favorite content lists includes at least one content item;

an assigning means for assigning points to the at least one content item in the favorite content list of each of the users other than the first user, wherein the assigning includes, for the favorite content list of each of the users other than the first user, by dividing a same predetermined point value by a total number of content items listed in the corresponding favorite content list and assigning the quotient resulting from the dividing as an assigned point value to each of the content items in the corresponding favorite content list;

a generating means for generating a content list specific to the first user indicating common content items by comparing the content items listed in the stored favorite content lists;

a ranking means for ranking content items in the first user's generated content list based on the points assigned to the content items in the respective favorite content lists of users other than the first user; and

recommendation generating means for generating a recommendation content list specific to the first user

based on the ranked content items and not including the content items of the first user's favorite content list.

Claim 14. (currently amended)   A method of recommending content to a user; comprising the steps of:

storing favorite content lists created by respective users including a first user and received from a plurality of user terminal devices including the user terminal device corresponding to the first user, wherein each of the favorite content lists includes at least one content item;

assigning points to the at least one content item in the favorite content list of each of the users other than the first user, wherein the assigning includes, for the favorite content list of each of the users other than the first user, by dividing a same predetermined point value by a total number of contents items listed in the corresponding favorite content list and assigning the quotient resulting from the dividing as an assigned point value to each of the content items in the corresponding favorite content list;

generating a content list specific to the first user indicating common content items by comparing the content items listed in the stored favorite content lists;

ranking content items in the first user's generated content list based on the points assigned to the content items in the respective favorite content lists of users other than the first user; and

generating a recommendation content list specific to the first user based on the ranked content items and not including the content items of the first user's favorite content list.

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Claim 15. (currently amended)   A   user   terminal   device including a processing unit and connected to a data processing system for recommending content to a user comprising:

transmitting means for transmitting a favorite content list including at least one content item created by a first user and a request for a recommendation content list specific to the first user to a data processing apparatus via a network; and

receiving means for receiving the requested first user's recommendation content list;

wherein the first user's recommendation content list is generated by assigning points to the content in each of favorite content lists including at least one content item created by respective users other than the first user, wherein the assigning includes, for the favorite content list of each of the users other than the first user, —by dividing a same predetermined point value by a total number of content items listed in the corresponding favorite content list and assigning the quotient resulting from the dividing as an assigned point value to each of the content items in the corresponding favorite content list, generating a content list specific to the first user indicating common content items by comparing the content items listed in the favorite content lists, and ranking content items in the first user's generated content list based on the points assigned to the content items in the respective favorite content lists of users other than the first user, and generating the first user's recommendation content list based on the ranked content items and not including the content items of the first user's favorite content list.

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Claim 16. (currently amended)   A data processing system for recommending content to a user; comprising:

a plurality of user terminal devices including the user terminal device corresponding to a first user, each comprising:

transmitting means for transmitting a favorite content list including at least one content item and a request for a recommendation content list; and

receiving means for receiving the requested recommendation content list; and

a data processing apparatus connected to the plurality of user terminal devices via a network, comprising:

memory for storing the favorite content lists created by respective users including the first user and received from the plurality of user terminal devices and the request received from the user terminal device corresponding to the first user;

assigning means for assigning points to the at least one content item in the favorite content list of each of the users other than the first user, wherein the assigning includes, for the favorite content list of each of the users other than the first user, by dividing a same predetermined point value by a total number of content items listed in the corresponding favorite content list and assigning the quotient resulting from the dividing as an assigned point value to each of the content items in the corresponding favorite content list;

generating means for generating a content list specific to the first user indicating common content items by comparing the content items listed in the stored favorite content lists;

ranking means for ranking content items in the first user's generated content list based on the points assigned

to the content items in the respective favorite content lists of users other than the first user; and

recommendation generating means for generating the recommendation content list specific to the first user based on the ranked content items and not including the content items of the first user's favorite content list.

Claim 17. (previously presented)   The data processing apparatus according to claim 13, further comprising transmitting means for transmitting the recommendation content list to the user terminal device corresponding to the first user.

Claim 18. (previously presented)   The method according to claim 14, further comprising the step of transmitting the recommendation content list to the user terminal device corresponding to the first user.

Claim 19. (previously presented)   The data processing system according to claim 16, further comprising transmitting means for transmitting the recommendation content list to the user terminal device corresponding to the first user.